

Listing of Claims:

1. (Currently Amended) A method of advertising, the method comprising:

selling space on a disposable diaper ~~diapers~~ to a sponsor;
and

placing an ad for a product other than disposable diapers
onto the disposable diaper ~~diapers~~.

2. (Cancelled).

3. (Currently Amended) The method of claim 1 further comprising selling the disposable diaper ~~diapers~~ to customers.

4. (Currently Amended) The method of claim 1 wherein the ad is a first ad, the product is a first product and the sponsor is a first sponsor, and wherein ~~such~~ the method further comprises:

selling space on the disposable diaper ~~diapers~~ to a second sponsor; and

placing a second ad for a second product other than disposable diapers onto the disposable diaper ~~diapers~~.

5. (Currently Amended) The method of claim 4 wherein placing the first ad onto the disposable diaper ~~diapers~~ includes placing the first ad on a front of the disposable diaper ~~diapers~~, and placing the second ad onto the disposable diaper ~~diapers~~ includes placing the second ad on a back of the disposable diaper ~~diapers~~.

6. (Currently Amended) The method of claim 1 wherein placing the ad onto the disposable diaper ~~diapers~~ includes printing the ad onto the disposable diaper ~~diapers~~.

7. (Currently Amended) The method of claim 1 wherein placing the ad onto the disposable diaper ~~diapers~~ includes affixing a detachable ad onto the disposable diaper ~~diapers~~.

8. (Currently Amended) A system for generating advertising revenue comprising:

a disposable diaper ~~diapers~~; and
an ad[ads] for products other than disposable ~~diapers~~
placed onto the disposable diaper ~~diapers~~.

9. (Cancelled).

10. (Currently Amended) The system of claim 8 wherein ~~each~~
~~of~~ the disposable diaper ~~diapers~~ includes a first ad on a front
of the disposable diaper ~~diapers~~ and a second ad on a back of
the disposable diaper ~~diapers~~.

11. (Currently Amended) The system of claim 10 wherein the
first ad is for a first product other than disposable diapers
and the second ad is for a second product other than disposable
diapers.

12. (Currently Amended) The system of claim 8 wherein the
ad is ~~ads are~~ printed onto the disposable diaper ~~diapers~~.

13. (Currently Amended) The system of claim 8 wherein the
ad is ~~ads are~~ detachable from the disposable diaper ~~diapers~~.

14. (Currently Amended) A method of promoting product
purchases, the method comprising:

placing a promotion relating to purchasing the product onto
a disposable diaper ~~diapers~~; and

selling the disposable diaper ~~diapers~~ to a
customer~~customers~~.

15. (Currently Amended) The method of claim 14 further comprising manufacturing the disposable diaper ~~diapers~~.

16. (Currently Amended) The method of claim 14 wherein placing a promotion onto the disposable diaper ~~diapers~~ includes placing a promotion relating to purchasing disposable diapers onto the disposable diaper ~~diapers~~.

17. (Currently Amended) The method of claim 14 wherein placing a promotion onto the disposable diaper ~~diapers~~ includes placing a promotion relating to purchasing a product other than disposable diapers onto the disposable diaper ~~diapers~~.

18. (Currently Amended) The method of claim 14 wherein placing a promotion onto the disposable diaper ~~diapers~~ includes placing a coupon for purchasing the product onto the disposable diaper ~~diapers~~.

19. (Cancelled).

20. (Currently Amended) The method of claim 14 wherein placing a promotion onto the disposable diaper ~~diapers~~ includes selling space on the disposable diaper ~~diapers~~ to a sponsor to place the promotion onto the disposable diaper ~~diapers~~.

21. (Cancelled).

22. (Currently Amended) A system for promoting product purchases, the system comprising:

a disposable diaper ~~diapers~~; and
a promotion~~promotions~~ related to purchasing the
product~~products~~, the promotion~~promotions~~ being placed onto the
disposable diaper ~~diapers~~.

23. (Cancelled).

24. (Currently Amended) The system of claim 22 wherein ~~each of the~~ disposable diaper ~~diapers~~ includes a first promotion on a front of the disposable diaper ~~diapers~~ and a second promotion on a back of the disposable diaper ~~diapers~~.

25. (Currently Amended) The system of claim 22 wherein the ~~promotion~~~~promotions~~ relates to purchasing disposable diapers.

26. (Currently Amended) The system of claim 22 wherein the ~~promotion~~~~promotions~~ relates to purchasing products other than disposable diapers.

27. (Currently Amended) The system of claim 22 wherein ~~each of the~~ disposable diaper ~~diapers~~ includes a first promotion that is related to purchasing a product other than disposable diapers and a second promotion that is related to purchasing disposable diapers.

28. (Currently Amended) The system of claim 22 wherein the promotion is~~promotions are~~ printed onto the disposable diaper ~~diapers~~.

29. (Currently Amended) The system of claim 22 wherein the promotion is~~promotions are~~ detachable from the disposable diaper ~~diapers~~.

30. (Cancelled).